



SeeAmerica Week – Downunder
February 27th – March 3rd 2005



SEEAMERICA WEEK - Downunder

- Get your message across to 900 Australian agents for less than \$6.00 per agent.
- The agents attending are the preferred customers of a wide range of wholesalers.
- Be a part of the forecast growth anticipated from Australia to USA.
- New convenient dates - immediately following the AsiaPacific Incentive and Meetings Expo [AIME]. (For information on AIME visit www.aime.com.au)
- Revitalised Shows
 - Increased agent incentives for attending.
 - Value added items for agents and their customers.
 - New destinations on show.
 - New "Academy Awards" format to create interest and excitement.
- Plus a major commitment from the Airlines and Wholesalers involved in the SeeAmerica Week Committee to make them a huge success, via a range of coinciding promotions.
- Consumer promotions from major Wholesalers targeted for SeeAmerica Week period.

INTRODUCTION

Following the difficult environment experienced over the last three years the industry now challenges each of us to consider our role this year and in the years ahead. What are we going to do to make sure our business prospers? How are we going to ensure that our business from Australia to America grows?

The Department of Commerce, Office of travel and Tourism Industries, in issuing their forecasts in April had this to say about the Travel Market and in particular Australia:

"International travelers should return to nearly peak visitation levels by 2007. After three challenging years for the travel and tourism industry the United States is projected to see a 22% increase from 2003 visitation levels.

In Australia, 2004 and 2005 are expected to show increases of 7% per annum tailing off to 5% and 4% through to 2007, with a total increase from 2003 of 24%. Australia is forecast to remain the seventh largest travel market to the U.S."

So now is precisely the time to invest in the future - because travel is coming back and it is asserting itself as one of the great engines driving the economy within the powerful service sectors in Australia and the U.S.

Working with the Visit USA Organisation and participating in SeeAmerica Week - Downunder is one way to prepare for the future. It's a new world out there and the expectations and practices of the marketplace have changed. Make sure that you are a part of the recovery. Don't be left behind.

FORMAT

Presentation will provide a real opportunity for participants to get their message across with Agent Questionnaires linked to the presentations. SeeAmerica Week - Downunder will have AFTA endorsement as Accredited Travel Agent Training further increasing the agents value in attending.

The free-flow exhibition has been adjusted so that most of it is scheduled before the presentations, allowing a broader window for agents to arrive from outer suburbs.

Special invitations targeted exclusively at PCO, M.I.C.E. and Wholesaler Groups have been included as is the highly successful Visit USA Media Lunch.

Sponsorship opportunities have been also been added to increase the number of ways you can promote your destination or product to the Australian Travel Industry and Travel Media.

INVITATIONS

The invitations will be graphically designed and sent out in multiple formats. Emailed pdf documents will be distributed as well postcard-style cards. Board members will have responsibility for distribution to the following target markets;

- PCO & M.I.C.E. Industry
- Travel Agents
- Wholesalers
- Agency Chains
- Airline Sales Offices
- ASTW Members
- Travel Journalists

Address lists will be sourced from the International Association of Travel Agents [IATA] and from VUSA Member data bases. The first mailing will be during the last week of November, as a pre-Christmas teaser; the second will be sent the beginning of the second week of January [3 weeks out]; an email blast reminder during the week prior will complete the invitation process. Furthermore, the sales forces of each board member will get behind the seminars and push participation in the weeks leading up to them.

A certificate will be issued to all attendees recognising their commitment to further education and training on US Travel Product and identifying them as a Level One U.S.A. Travel Specialist.

Further training activities throughout the year will enable agents to upgrade their qualification to Level Two and Three.

ADVERTISING

The invitations will be supported by the following advertising:

- the two key electronic newsletters, Travel Daily and e-travelblackboard (January 31st – February 5th) will feature details and a link to an on-line registration form;
- an advertisement in the TravelTrade Magazine special USA Feature during the week prior to SeeAmerica - Downunder.

VENUES

We have been well served by the venues used during the last four years but to provide a new look and feel to the events we have selected three new venues.

With the key criteria being attractiveness to the travel agents, floor space requirements, central location and quality accommodation either on-site or nearby we chose:

- Brisbane Sheraton Hotel
- Sydney Luna Park
- Melbourne Convention Centre

MEDIA

Over 90 Australian Society of Travel Writers Members attended the 2004 Media Luncheon and the response was fantastic. This is set to again be a premier event and sponsorship opportunities are also available.

At the Media Luncheon Level One participants will have their own table further raising their profile at this important media event.



PCO – M.I.C.E. – WHOLESALER GROUPS

Key people from PCO, M.I.C.E. and Wholesaler Groups from Melbourne, Sydney and Brisbane will be personally invited to the events in their home cities.



SeeAmerica EXHIBITION

The Exhibition area will be adjacent to the workshop theatres. Quality built booths with lighting and power will provide the backdrop for you to showcase your destination or product.

The Exhibition will be officially open from 5:30 to 6:45, with a high standard of food and beverage service for all attendees during this period. Following the presentations there will be opportunity for guests to continue to network and collect information before the evening concludes at 9:00.



FOLLOW-UP MARKETING

Full contact details of all PCO's, M.I.C.E. Groups, Media, and Travel Agencies attending SeeAmerica Downunder will be available to Level One participants for subsequent marketing and follow-up.

Press releases and photographs will be distributed to the media following SeeAmerica – Downunder highlighting news, people and destinations featured during the week.

CARGO

Complimentary brochure distribution from the Visit USA office in Sydney to all 3 exhibition locations is included with Level One registration. Customs clearance charges, taxes and shipping costs to Sydney are not included.

TRAVEL

We endeavor to negotiate discounted [i.e. AD75] fares on the three international carriers for travel ex Los Angeles or San Francisco to Australia. These fares are always subject to availability and the conditions imposed by the carriers. While every effort is taken to confirm appropriate discount arrangements with the airlines we cannot be responsible if these discounted fares are not available on your preferred flights.

We suggest booking the following domestic flights within Australia.

From	To	Day	Date	Flight	Departs	Arrives
Brisbane	Sydney	Tuesday	01-03-05	QF511	07:40	10:10
Sydney	Melbourne	Wednesday	02/03/05	QF130	10:00	11:20

We will be arranging Coach Transfers from the nominated hotels to the Airport, and return, commencing Tuesday morning at the Sheraton Hotel in Brisbane.

Coach pick-up times from the hotel are generally 90 minutes prior to aircraft departure times but will be confirmed 24 hours in advance.

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available to enhance the exposure of your organisation to the Australian Travel Industry and Media.

Visit USA – Media Lunch

- Exclusive naming rights;
- Speaking opportunity at the luncheon;
- Multi-media, video presentation;
- DL- sized promotional piece, press release or similar, included with written invitation to all ASTW members and Travel Journalists.

SeeAmerica Downunder SCHEDULE

BRISBANE	Sunday		
	February 27th	6:00 PM	Welcome Cocktail Party Sheraton Brisbane Hotel
	Monday		
	February 28th	Morning	Free for sales calls
		3:00 PM	Dress Booth for Exhibition
		4:00 PM	Rehearsal for presentations
		5:30 PM	Exhibition Area Opens
		6:45 PM	Presentations commence
		9:00 PM	Evening Concludes
SYDNEY	Tuesday		
	March 1st	6:20 AM	Coach Transfer from Brisbane Sheraton Hotel
		7:40 AM	Flight Departs Brisbane for Sydney
		10:10 AM	Flight Arrives Sydney
		10:30 AM	Coach Transfer to Vibe Hotel
		12:00 PM	Press Event - Vibe Hotel
		2:30 PM	Press Event - concludes
		3:00 PM	Dress Booth for Exhibition Sydney Luna Park
		4:00 PM	Rehearsal for presentations
		5:30 PM	Exhibition Area Opens
		6:45 PM	Presentations commence
		9:00 PM	Evening Concludes
MELBOURNE	Wednesday		
	March 2nd	8:15 AM	Coach Transfer from Vibe Hotel
		10:00 AM	Flight Departs Sydney for Melbourne
		11:20 AM	Flight Arrives Melbourne
		11:30 AM	Coach Transfer to Melbourne Holiday Inn Hotel
		3:00 PM	Dress Booth Melbourne Convention Centre
		4:00 PM	Rehearsal for presentations
		5:30 PM	Exhibition Area Opens
		6:45 PM	Presentations commence
		9:00 PM	Evening Concludes
	Thursday		
	March 3 rd		Free for sales calls or for own Travel arrangements

SeeAmerica Week Downunder REGISTRATION FORM

Organisation: _____

Name: _____

Telephone: _____ Fax: _____

Email: _____

Level 1 USA Based Exhibitor

I know spaces are very limited so please reserve me a space NOW

US\$100

I do not want to delay please send me an invoice for US\$5000 NOW

Payment Method

Credit Card payments can also be accepted.

Cardholder Name: _____

Credit Card No: _____ Card Type: _____

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Amex - Visa - MC

Expiry Date _____ Signature: _____

Registration Fees

Payment received before August 31st 2004 = US\$5,000

Payment received after August 31st 2004 and before October 31st 2004 = US\$5,200

Payment received after October 31st 2004 and before December 31st 2004 = US\$5,500

Please send me further details of the SeeAmerica Week Media Lunch
Sponsorship package:

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FAX TO: 61 2 9281 0648

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